

South Carolina Statewide Lodging Outlook Report
May 2017

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: May 2017	May 2017	% Chg	May 2017	% Chg	May 2017	% Chg	% Chg	% Chg	% Chg
United States	67.8%	1.5%	\$126.63	2.0%	\$85.85	3.6%	5.5%	1.9%	3.4%
South Atlantic**	69.8%	1.5%	\$123.71	2.6%	\$86.33	4.2%	5.8%	1.6%	3.2%
South Carolina	67.5%	3.6%	\$119.64	4.4%	\$80.74	8.1%	9.4%	1.2%	4.8%
Year-to-Date: January through May 2017	Jan-May 2017	% Chg	Jan-May 2017	% Chg	Jan-May 2017	% Chg	% Chg	% Chg	% Chg
United States	63.7%	0.7%	\$125.25	2.4%	\$79.84	3.1%	5.0%	1.8%	2.5%
South Atlantic**	68.4%	1.4%	\$128.86	2.5%	\$88.09	4.0%	5.6%	1.5%	3.0%
South Carolina	64.1%	3.4%	\$107.86	4.8%	\$69.14	8.3%	9.6%	1.2%	4.6%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Jun 2017	Jul 2017	Aug 2017***
STR, Inc. <i>From May 2017 Forecast Report</i>	Occupancy Forecast	74.9%	76.5%	68.6%
	% Chg vs same month in 2016	1.2%	-1.0%	-1.9%
TravelClick <i>From Bookings as of 6/18/17</i>	Occupancy from Current Bookings	54.1%	22.7%	12.3%
	% Chg vs same month in 2016	-4.0%	-1.8%	40.0%

Source: STR, Inc. and TravelClick

*** A rare, total, solar eclipse will occur on August 21st 2017 and South Carolina is one of a handful of states in the path of totality. The forecast model of STR Inc reflects historical data and not special future events such as an eclipse. Actual South Carolina occupancy will likely be up significantly in August 2017.